



State Route 76 Public Awareness Campaign

FACT SHEET

GOALS

Reduce the number of traffic collisions along State Route 76

Educate drivers about safe driving practices along the highway

TRAFFIC

Although there are some stretches of the highway that have higher traffic volumes than others, the average for the corridor is about 32,000 vehicles per day.

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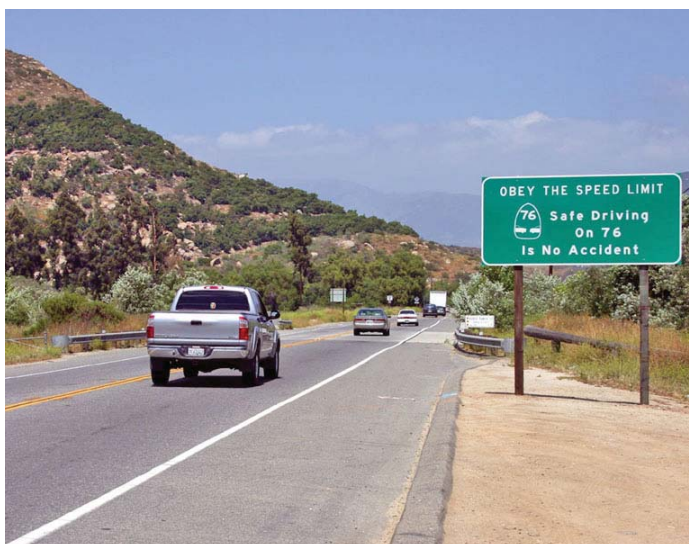


THE PROJECT

The Safe Driving On 76 Is No Accident public awareness campaign addresses the increase in traffic collisions along this mostly rural highway. During 2004, there were eight traffic collisions resulting in 16 deaths on this stretch of road between Interstate 5 and east of I-15. The largest concentration of those fatalities (12) took place during the final four months of the year.

The California Highway Patrol (CHP) has pointed to driver behavior as the result of the tragic collisions, citing that no particular stretch of the highway and no one reason provides an overriding factor to consider. The causes have run the gamut from speeding and illegal turns, to drinking and driving, and falling asleep behind the wheel. As a result, the CHP has stepped up its enforcement and Caltrans has installed larger and more traffic signs along the route.

Caltrans joined forces with the CHP and the Oceanside Police Department to educate drivers in the area about safe driving practices along the highway. The three agencies unveiled a series of informational highway signs and plan to continue the awareness program making use of print and electronic advertising, posters, direct mailers and public speaking engagements. The target audiences are residents living in the cities of Oceanside, Escondido, Temecula, and the communities of Bonsall, Fallbrook, Rancho California and Pala.




HIGHWAY IMPROVEMENTS

Caltrans, in partnership with the San Diego Association of Governments (SANDAG), have short-term and long-term solutions for traffic congestion on SR-76. These projects include the project at Olive Hill Road, completed in 2004, and the current project to install a median concrete barrier from I-5 to Rancho del Oro Drive that is expected to be complete in late spring 2010.

Caltrans and SANDAG also plan to widen and realign to a four-lane conventional highway from Melrose Drive to I-15. Construction between Melrose Drive and South Mission Road began January 2010 and is expected to be completed by the end of 2012. Construction from South Mission Road to I-15 is scheduled to start in 2011.

DON'T DRINK AND DRIVE

**NOW,
MORE THAN EVER**



**Safe Driving On 76
Is No Accident**

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